

Title (en)
NOVEL WHITENING AGENTS FOR CELLULOSIC SUBSTRATES

Title (de)
NEUARTIGE BLEICHMITTEL FÜR ZELLULOSE-SUBSTRATE

Title (fr)
NOUVEAUX AGENTS DE BLANCHIMENT POUR DES SUBSTRATS CELLULOSIQUES

Publication
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Application
EP 08724575 A 20080116

Priority
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• US 65538007 A 20070119

Abstract (en)
[origin: US2008177090A1] This invention relates to novel whitening agents for cellulosic substrates. The whitening agents are comprised of at least two components: at least one chromophore component and at least one polymeric component. Suitable chromophore components generally fluoresce blue, red, violet, or purple color when exposed to ultraviolet light, or they may absorb light to reflect these same shades. The whitening agents are further characterized by having a dispersion component value of the Hansen Solubility Parameter of less than or equal to about 17 MPa^{0.5} ^{0.5}. This invention also relates to laundry care compositions including but not limited to liquid and/or powder laundry detergent formulations and rinse added fabric softening (RAFS) compositions that comprise such whitening agents.

IPC 8 full level
C08L 1/00 (2006.01); **C09B 29/00** (2006.01)

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